



Gandara connects with people around the world

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EDITORS NOTE: This story is one in a series featuring DATCP employees and their programs.

MADISON – International visitors to Wisconsin, whether from Bulgaria, Saudi Arabia or Brazil, can expect a welcome in their own language from Enrique Gandara. Gandara is a member of the Wisconsin International Trade Team at the Department of Agriculture, Trade and Consumer Protection, and he believes this personal greeting is the first step in building a genuine relationship and sense of trust.

“If you are trying to help from the bottom of your heart, you will both be happier and more successful,” said Gandara. “I have met many people who have become good friends, and by working together we can resolve issues and do business together.”

Gandara believes there is huge potential in the marketplace for Wisconsin products. He focuses on the exports of agricultural and dairy equipment, animal feed, livestock and genetics to Latin America and other countries. He hopes more companies take advantage of the services available through the Wisconsin International Trade Team.

“I believe our Trade Team services are one of the best kept secrets in the industry, and we don’t want them to be a secret,” added Gandara. “From seminars and trade missions to assistance with documentation, we can help companies with even a small budget translate their dollars into business success.”

This fall, he helped organize the Value-Added Feed Ingredients Buyers Mission during World Dairy Expo. Meetings between 10 Wisconsin feed suppliers and 9 international feed buyers resulted in actual sales of \$1.2 million in the next six months and anticipated sales of more than \$2.8 million over the next 12 months.

In his job, Gandara collaborates regularly with organizations like Food Export of the Midwest Association, U.S. Grains Council and U.S. Livestock Genetics Export, Inc. to provide services to companies. Gandara cites relationship development as key to accomplish sales.

“I am glad I am able to help Wisconsin companies make the initial introduction with an international visitor,” concluded Gandara. “It is then up to the company to sell their quality product, additional parts and follow-up service. This builds continued success.”

His connections have allowed him to meet the President of Colombia, discuss agriculture with the Secretary of Queretaro, Mexico and be interviewed in a 20-minute television program in Brazil. Gandara speaks Spanish, English and French and has spent time learning more languages because of his work.

Gandara has many years of diverse experience assisting with imports and exports. Immediately prior to starting at DATCP in 2010, he worked at M&I Bank as a Mortgage Banker.



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“DATCP is a good place to stay where I can do a lot of work for Wisconsin farmers and companies,” explained Gandara. “We can produce something here and someone on the other side of the globe can buy it.”

Gandara came from Guatemala to the United States to finish high school and graduated from the University of Louisiana in Science of Agriculture, Agronomy. He is also a private pilot.

Gandara is dedicated to his community here in Madison and in Guatemala. He has been a member of Rotary International for 25 years. He has also served in many other organizations including the Edgewood College Board of Trustees, Madison Public Libraries Foundation Board, City of Madison Sister Cities Board, Unidos Against Domestic Violence and Oliveros Scholarship Fund Board.

Most notably, Gandara has organized teams of people to travel to Guatemalan villages to bring electricity, education, health care, sanitation and safe water to the poorest regions. He has brought together doctors, nurses, dentists and other qualified professionals to provide free services and needed items.

Gandara is the Honorary Consul of the Republic of Guatemala for the State of Wisconsin. With all of Gandara’s worldwide connections, you may wonder why Wisconsin.

“Wisconsin is my second home. Wisconsin has very creative, hardworking, honorable and honest people,” said Gandara. “It has unique products, a wealth of research and great learning institutions that provide a high level of education. There are great possibilities.”

Contact the Wisconsin International Trade Team at 800-462-5237 or international@wisconsin.gov. To learn more about the available services, visit <http://datcp.wi.gov/Business/Exports>.

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